

Message Text

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PAGE 01 ISLAMA 08083 01 OF 03 171608Z
ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 COME-00 ICA-20 /039 W
-----124969 171725Z /47

P R 171150Z AUG 78
FM AMEMBASSY ISLAMABAD
TO SECSTATE WASHDC PRIORITY 8702
INFO AMCONSUL KARACHI
AMCONSUL LAHORE

UNCLAS SECTION 1 OF 3 ISLAMABAD 8083

E.O. 11652: N/A
TAGS: BEXP, AFSP, PK
SUBJ: COMMERCIAL ACTION PROGRAM FOR PAKISTAN

REF: STATE 174461

1. COMMERCIAL SETTING - SINCE COMING TO POWER IN JULY 1977 THE MARTIAL LAW GOVERNMENT OF PAKISTAN HAS CONTINUES TO ENCOURAGE INVESTMENT IN THE PRIVATE SECTOR WHICH, BECAUSE OF ITS UNCERTAINTY OVER THE POLITICAL FUTURE, HAS MAINTAINED ITS WAIT AND SEE ATTITUDE EXCEPT IN SHORT TERM AND IN ON-GOING INVESTMENTS. THE GOVERNMENT HAS SUCCEEDED IN BEING A STABILIZING FACTOR IN TERMS OF LABOR RELATIONS AND "LAW AND ORDER", AND HAS SHOWN A RATHER CONSISTENTLY PRAGMATIC APPROACH TO ECONOMIC MEASURES. FOR NOW MAJOR INVESTMENTS WILL CONTINUE TO BE IN THE PUBLIC SECTOR. MORE RECENTLY THE ECONOMY AS A WHOLE HAS SHOWN SOME IMPROVEMENT AND WHILE THE BALANCE OF TRADE REMAINS A SERIOUS CONCERN. THE DEFICIT IS BEING COVERED BY THE REMITTANCES OF PAKISTANIS WORKING ABROAD, WHICH ARE NOW WELL OVER DOLS1 BILLION AND MAY GROW MORE, AND BY FOREIGN AID. AS REFLECTED IN THIS CAP WE BELIEVE THERE ARE FAIRLY GOOD OPPORTUNITIES FOR AMERICAN EXPORTS AND PARTICULARLY IN TELECOMMUNICATIONS EQUIPMENT, FOOD PROCESSING, TEXTILE MACHINERY, BUILDING EQUIPMENT, CHEMICAL AND CEMENT PLANT EQUIPMENT, FERTILIZER, WHEAT, UNCLASSIFIED

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EDIBLE OILS, AND IRON AND STEEL PRODUCTS.

II. PERSONNEL RESOURCES - THE COUNTRY COMMERCIAL GROUP FOR PAKISTAN CONSISTS OF THE ECONOMIC COUNSELOR AS CHAIRPERSON, THE ISLAMABAD COMMERCIAL OFFICER, THE CHIEF OF THE ECONOMIC/COMMERCIAL SECTION IN KARACHI AND THE POLITICAL OFFICER IN LAHORE.

EMBASSY ISLAMABAD

CHIEF E/C SECTION FS02 KENNON
FINANCIAL ECONOMICS FS05 MICHALAK
ECONOMIC/COMMERCIAL OFFICER FSO6 OPILA
ECONOMIC/COMMERCIAL OFFICER FSO 5 POSITION VACANT
ECONOMIC/COMMERCIAL SPECIALIST FSL9 MUHAMMAD
SECRETARY FSS8 SMITH
SECRETARY FSS5 NORRIS (50 PERCENT ECON/
COMM)

SECRETARY FSL5 BRAGANZA

CONSULATE KARACHI
ECONOMIC OFFICER FSO3 BRIMS
COMMERCIAL OFFICER FSO4 SOUSANE
ECONOMIC/COMMERCIAL OFFICER FSO5 VACANT
ECONOMIC/COMMERCIAL OFFICER FSR7 TRIPPETT
SECRETARY FSS7 SERA
TRADE PROMOTION SPECIALIST I FSL8 KHAN
TRADE PROMOTION SPECIALIST II FSL7 KHAN
ECONOMIC SPECIALIST FSL9 RIZVI
ECONOMIC/COMMERCIAL ASST. II FSL6 VACANT
ECONOMIC/COMMERCIAL ASST. II FSL 6 ZUBERI

CONSULATE LAHORE
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POLITICAL OFFICER FSO6 EISENBRAUN
(10 PERCENT COMMERCIAL)
ECONOMIC/COMMERCIAL SPECIALIST II FSL8 MIRZA
ECONOMIC/COMMERCIAL SPECIALIST III FSL5 MALIK

III. WE EVALUATE OUR EFFORTS IN LOCAL PROMOTION OF
THE TEHRAN TRADE CENTER SHOWS (CAMPAIGN NO. 1) AS WELL
WORTH THE EFFORT AND WELL WORTH CONTINUING. DESPITE
GOP TRAVEL RESTRICTIONS ON TRAVEL BY PAKISTANI
BUSINESSMEF, WE WERE ABLE TO ENCOURAGE THE VISIT BY A
DELEGATION FROM THE ASSOCIATION OF BUILDERS AND
DEVELOPERS (ABAD) WHICH RETURNED SATISFIED BY THE SHOW,
ARRANGEMENTS BY THE CENTER, AND WITH THE BUSINESS
CONTACTS MADE.
WE WERE UNABLE TO CARRY OUT FULLY OUR PLANS FOR
CAMPAIGN NO. 2(PROMOTION OF AGRIBUSINESS EQUIPMENT AND
SUPPLIES) SINCE THE VTR WHICH WE PLANNED TO GIVE WIDE
DISTRIBUTION WAS NOT AVAILABLE. ONE FILM WE DID RECEIVE
ON AMERICAN AGRICULTURAL MACHINERY WAS TOO SUPERFICIAL
FOR SHOWING TO AUDIENCE WITH A SERIOUS INTEREST IN SUCH
EQUIPMENT. WE PROCEEDED, HOWEVER, TO BRING OUT A
SPECIAL EDITION OF THE MONTHLY COMMERCIAL NEWSLETTER

DEVOTED TO AMERICAN AGRIBUSINESS. WE STILL ARE
CONVINCED THAT GOOD TECHNICAL FILMS ARE A MOST EFFECTIVE
MEANS OF PROMOTING INTEREST IN U.S. KNOW-HOW AND
EQUIPMENT, BUT EXPERIENCE INDICATES THE NEED FOR
REVIEWING THEM BEFORE MAKING DEFINITE PLANS FOR SHOWINGS.

ABOUT THIRTEEN "FACTORY VISITS" (CAMPAIGN NO. 3)
WERE MADE BY THE E/C OFFICERS, PRIMARILY IN THE PUBLIC
SECTOR. WE HAVE FOUND THESE VISITS TO BE MOST VALUABLE
IN TERMS OF GAINING AN INSIGHT INTO THE WORKING OF
INDUSTRY AND IN ESTABLISHING CONTACTS WITH THE MANAGERS
AND ENGINEERS WHO HAVE A SIGNIFICANT INFLUENCE ON
PROCUREMENT DECISIONS. AS A RESULT OF VISITS TWO
JOINT VENTURE PROPOSALS, TWO TRADE OPPORTUNITIES AND
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SIX VOLUNTARY WTDR'S WERE REPORTED.

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ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 COME-00 ICA-20 /039 W
-----125649 171725Z /47

P R 171150Z AUG 78
FM AMEMBASSY ISLAMABAD
TO SECSTATE WASHDC PRIORITY 8703
INFO AMCONSUL KARACHI
AMCONSUL LAHORE

UNCLAS SECTION 2 OF 3 ISLAMABAD 8083

DESPITE OUR MAINTENANCE OF CLOSE CONTACT WITH PICIC
AND IDBP LENDING AGENCIES, (CAMPAIGN NO.4) WE HAVE
BEEN UNABLE TO SECURE ADVAFCE INFORMATION ON THE FIRMS
AND PROJECTS RECEIVING SANCTIONS. WE CONSIDER IT
WORTHWHILE TO MAINTAIN THESE CONTACTS BUT THE RESULTS
HAVE NOT BEEN AS MUCH AS WE HAD HOPED.

(CAMPAIGN NO.5), THE NOTE ON FOOD PROCESSING AND
PACKAGING EQUIPMENT IS EXPECTED TO BE COMPLETED BY
SEPTEMBER 30, 1978. THE NOTE ON PRINTING AND GRAPHIC

ARTS EQUIPMENT HAS BEEN PUT FORWARD TO 1979 AND THE OTHERS (SHIPBUILDING AND PORT EQUIPMENT, PETROCHEMICAL EQUIPMENT AND MEDICAL EQUIPMENT) WERE PUT ASIDE IN FAVOR OF FULL MARKET STUDY ON TELECOMMUNICATIONS EQUIPMENT. THE STUDY HAS BEEN SUBMITTED AND IS THE BASIS FOR THE U.S. TRADE MISSION DUE IN NOVEMBER 1978.

NO NEW THEMES WERE SELECTED FOR MARKET NOTES (CAMPAIGN NO.7) IN VIEW OF THE PRIORITY GIVEN TO THE MARKET STUDY FOR TELECOMMUNICATIONS EQUIPMENT.

UNDER SPECIAL EFFORT NO.1, COMMERCIAL NEWSLETTER, THE GOALS OF SPECIAL ISSUES HAVE BEEN MET -- LARGELY THROUGH ICA AND COMMERCIAL NEWS FOR THE FOREIGN SERVICE CONTRIBUTIONS OF MATERIAL. A COMPLETE REVISION OF THE COMMERCIAL NEWSLETTER IS STILL UNDERWAY.

SPECIAL EFFORT NO.2, VTR'S, FILMS AND TECHNICAL
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PUBLICATIONS COULD NOT BE MET DUE TO LACK OF AVAILABILITY OF SUITABLE MATERIAL. THESE EFFORTS WILL BE CONTINUED IN THE FY-79 CAP SINCE WE STILL BELIEVE THEY HAVE POTENTIAL FOR COMMERCIAL PROMOTION.

IV. CAMPAIGNS AND SPECIAL EFFORTS

CAMPAIGN 1. TELECOMMUNICATIONS TRADE MISSION

CAMPAIGN MANAGER: AMCONSUL KARACHI

RATIONALE: SPECIAL MARKET STUDY OF PAKISTAN MARKET RESULTED IN RECOMMENDATION OF U.S. TRADE MISSION VISIT AND CONCURRED IN BY COMMERCE.

ACTIONS:

1. DEVELOP A COMPLETE LIST OF THOSE WHO MAY BE INTERESTED IN MEETING WITH THE TRADE MISSION MEMBERS.
2. MAKE "BLUE RIBBON" CALLS ON THE MOST IMPORTANT END-USERS TO INSURE THAT MISSION MEMBERS MEET THE IMPORTANT DECISION MAKERS.
3. DEVELOP, WITH ICA ASSISTANCE, A CAMPAIGN TO PUBLICIZE THE MISSIONS VISIT.
4. SCHEDULE APPOINTMENTS.
5. APPROXIMATELY THREE MONTHS AFTER THE MISSION'S VISIT, MAKE FOLLOW-UP CALLS ON THE "BEST PROSPECTS" AS DETERMINED BY THE MISSION MEMBERS.

CAMPAIGN 2. VTR/CE

CAMPAIGN MANAGER: AMCONSUL KARACHI

RATIONALE: WE BELIEVE EACH OF THREE TOPICS (1) FOOD PROCESSING AND PACKAGING, (2) PACKAGING EQUIPMENT, OR (3) MACHINE TOOLS, HAVE GOOD COMMERCIAL POTENTIAL FOR PAKISTANI MARKET. PARTICULARLY FOOD PROCESSING AND PACKAGING.

ACTIONS:

1. PREPARE A DESK STUDY OF THE PRODUCT SELECTED.

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2. PREPARE A SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER PROMOTING THE SHOW AND INCLUDING MATERIAL ON THE U.S. PRODUCT.

3. MAKE "BLUE RIBBON" CALLS ON SELECTED AGENTS AND END-USERS PROMOTING THEIR ATTENDANCE AT THE SHOW.

4. DEVELOP A LIST OF ALL AGENTS AND SIGNIFICANT END-USERS TO INVITE TO THE SHOW.

5. WITH THE HELP OF ICA, PUBLICIZE THE SHOW.

6. PREPARE "AFTER ACTION" REPORT TO COMMERCE AND THE COMPANIES REPRESENTED IN THE SHOW GIVING RESULTS. THIS SHOULD BE COMPLETED WITHIN TEN DAYS AFTER THE END OF THE SHOW.

7. THREE MONTHS AFTER THE SHOW, CALL ON SELECTED PAKISTANI AGENTS AND END-USERS TO OFFER FURTHER ASSISTANCE AND TO EVALUATE THE PROGRAM.

CAMPAIGN 3. BUILDING MATERIAL CATALOG SHOW/TECHNICAL SEMINAR.

CAMPAIGN MANAGER: AMCONSUL KARACHI

RATIONALE: SEE MARKET NOTE PREPARED BY KARACHI OCTOBER 1977 ON PAKISTANI MARKET FOR BUILDING MATERIALS, TECHNOLOGY, AND EQUIPMENT. ALSO LAHORE NOTE ON LOW-COST HOUSING DUE SEPTEMBER 30.

ACTIONS:

1. PREPARE A LIST OF INVITEES TO THE TECHNICAL SEMINARS AND TO THE SHOW.

2. MAKE "BLUE RIBBON" CALLS. THIS WOULD INCLUDE CALLS ON CENTRAL GOVERNMENT OFFICIALS BY EMBASSY OFFICERS.

3. PREPARE A SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER FEATURING U.S. BUILDING MATERIALS AND SYSTEMS AND PROMOTING THE SHOW.

4. WITH THE ASSISTANCE OF ICA, PUBLICIZE BOTH THE TECHNICAL SEMINAR AND THE CATALOG SHOW.

5. PREPARE WITHIN TEN DAYS OF THE CLOSE OF THE SHOW A REPORT ON THE SHOW FOR COMMERCE AND THE PARTICIPATING COMPANIES.

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INFO OCT-01 NEA-10 ISO-00 COME-00 ICA-20 /039 W
-----125675 171724Z /47

P R 171150Z AUG 78
FM AMEMBASSY ISLAMABAD
TO SECSTATE WASHDC PRIORITY 8704
INFO AMCONSUL KARACHI
AMCONSUL LAHORE

UNCLAS SECTION 3 OF 3 ISLAMABAD 8083

CAMPAIGN 4. PROMOTION OF USTC TEHRAN TRADE SHOWS.
CAMPAIGN MANAGER: AMCONSUL KARACHI
RATIONALE: RESULTS OF PAST EFFORTS AND SOME
LIBERALIZATION OF RESTRICTIONS BY GOP ON BUSINESS
TRAVEL INDICATE WORTHWHILENESS OF CONTINUED EFFORTS.
PAKISTANI BUSINESSMEN MUST BE ENCOURAGED TO APPLY FOR
PERMISSION TO ATTEND TTS AT LEAST A MONTH IN ADVANCE.
ACTIONS: ACTION 1 APPLIES TO THE TEXTILE MACHINERY
SHOW ONLY.

1. CALL ON THE ALL PAKISTAN TEXTILE MANUFACTURERS
ASSOCIATION TO SOLICIT THEIR SUPPORT.
2. PREPARE A LIST OF POTENTIAL VISITORS TO SHOW.
3. USTC TEHRAN TO PROVIDE INFORMATION BY CABLE
ON SHOW PARTICIPANTS 60 DAYS IN ADVANCE OF SHOW.
4. INFORMATION PROVIDED BY USTC (ACTION 3) TO BE
INCLUDED IN EMBASSY'S COMMERCIAL NEWSLETTER.
5. SEND INVITATIONS TO SHOW CAREFULLY OUTLINING
ACTIONS USG IS PREPARED TO UNDERTAKE.
6. MAKE "BLUE RIBBON" CALLS.

CAMPAIGN 5. MARKET NOTES
CAMPAIGN MANAGER: AMCONSULS KARACHI AND LAHORE
RATIONALE: WE HAVE FOUND MARKET NOTES SERIES MOST
APPRECIATED BY AMERICAN FIRMS AND ALSO A WAY OF
RETAINING INFORMATION OBTAINED BY AMERICAN AND PAKISTANI
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MEMBERS OF THE ECONOMIC/COMMERCIAL SECTIONS IN PAKISTAN.
ACTIONS:

1. CONGEN KARACHI WILL DO SIX NOTES WITH THE
FOLLOWING AS SUGGESTED TOPICS:

1. SUGAR PROCESSING MACHINERY
 2. TEXTILE MACHINERY
 3. PRINTING AND GRAPHIC ARTS EQUIPMENT
 4. WHEAT AND RICE MILLING EQUIPMENT
 5. LABORATORY INSTRUMENTS
 6. ADDITIONAL TOPIC TO BE SELECTED
- BASED ON REQUEST FROM U.S. BUSINESS VISITORS.

2. CONGEN LAHORE WILL DO TWO NOTES WITH THE FOLLOWING AS SUGGESTED TOPICS:

1. RAIL ROAD CAR MANUFACTURING EQUIPMENT.
2. ELECTRIC POWER GENERATING EQUIPMENT

SPECIAL EFFORT NO 1 - FOREIGN BUYERS PROGRAM
THE EMBASSY ISLAMABAD AND THE CONSULATES GENERAL KARACHI AND LAHORE WILL MAKE A SPECIAL EFFORT TO PROMOTE THE FOREIGN BUYERS PROGRAM. DUE TO GOP TRAVEL REGULATIONS EMPHASIS WILL BE GIVEN TO COMMERCE ASSISTANCE TO INDIVIDUAL BUSINESS VISITORS WITH THE SUGGESTION THAT TRIPS BE SCHEDULED TO COINCIDE WITH MAJOR US TRADE FAIRS.

A SPECIAL SECTION OF THE COMMERCIAL NEWSLETTER TIMED TO BE DISTRIBUTED IN SEPTEMBER/OCTOBER 1978 WILL BE PREPARED. THIS SECTION WILL CONTAIN A DESCRIPTION OF COMMERCE'S FOREIGN BUYER PROGRAM AND LIST MAJOR US TRADE SHOWS FOR 1979-80. AN OVERRUN OF THIS SECTION WILL BE ORDERED TO BE USED AS THE BASIC TALKING PAPER IN PROMOTING THE FOREIGN BUYERS PROGRAM.

V. FINANCIAL RESOURCES SCHEDULE
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	FY77(ACT.)	FY78(EST.)	FY79(REQ.)
COMMERCIAL REPRESENTATION	2902	2700	2300
COMMERCIAL TRAVEL	9985	5405	5680
CONTRACT SERVICES (NEWS- LETTER) PRINTING	5075	11405	14510
MAILING	660		
REFERENCE LIBRARY MATERIALS	6605	6600	6900
OTHER - TUITION FOR MARKET RESEARCH COURSE FOR KARACHI FSL			51
GRAND TOTALS	25,227	26,161	29,390

PRINCIPAL E/O OFFICER AND PRINCIPAL ADMINISTRATION
OFFICER HAVE APPROVED.

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Disposition Case Number: n/a
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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SAS ID: 1712989
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL ACTION PROGRAM FOR PAKISTAN
TAGS: BEXP, AFSP, PK
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/00b1fc61-c288-dd11-92da-001cc4696bcc
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